



SWOP[®]
NEWS RELEASE

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SWOP[®] Announces Availability of 10th Edition Specifications

*Strong Industry Support of SWOP Specifications Demonstrated
by Contributors Enabling Print Production of the Booklet*

Rosemont, IL, IPA Conference – June 7, 2005. Specifications for Web Offset Publications (SWOP[®]), an industry leader promoting consistency and quality of advertising material in publications, launched the sale of its 10th Edition Specifications, currently available by ordering online at www.printtools.org. PrintTools is a new industry portal for specifications and tools. It is a collaborative effort between IDEAlliance and IPA, the association of graphic solutions providers. An electronic version of the SWOP Specifications will also be made available in the near future.

In a truly collaborative effort, the Printing Applications Lab at Rochester Institute of Technology coordinated the print production of this 96-page booklet with contributions of ink from Flint Ink and Sun Chemical, cover stock from Sappi Fine Paper, 60# Monterey Gloss (a SWOP approved paper stock) from Tembec and press time from Goss International Corp. In addition, Böttcher America, Creo Inc., Day International and Kodak Polychrome Graphics donated production equipment and materials.

SWOP – or Specifications Web Offset Publications – recommends specifications for the submission of advertising materials to all those involved in the magazine manufacturing – including advertisers, advertising agencies, publishers, prepress service suppliers and printers. Since 1975 SWOP has taken a leadership role in setting a standard of excellence in the print production of magazines, ensuring quality and consistency to the publishing industry. Now in its 10th edition, SWOP Specifications have continually raised the bar in magazine print production and serve as a compilation of all best practices achieved so far.

Since 1976 the SWOP Specifications have been updated 9 times, chronicling the emergence of computer-to-plate technology and conversion to a 100% digital workflow, while at the same time documenting a marked decrease in the number of 'make good' ads. In its first major update since 2001, the update of the SWOP Specifications proved to be an arduous task driven by key industry leaders who sit on the SWOP Rewrite Committee.

First input on recent technological change is gained from the 90+ members of the SWOP Review Committee and discussed at length to determine how it impacts the current Specifications. The revised Specifications are then presented to the SWOP Endorsing

Organizations to gain insight from their broad perspective. The endorsing organizations include: The American Association of Advertising Agencies, American Business Media, Gravure Association of America, International Prepress Association (IPA), Magazine Publishers of America (MPA) and Web Offset Association/Printing Industries of America (WOA). In addition, feedback is gained from a wide range of industry standards committees and trade groups. After several revisions, the SWOP Specifications are published.

“Our mission is to produce a specification that both reflects the production needs of the magazine manufacturing community and is written in a way to help educate the individual workflow partners involved,” stated Nubar Nakashian, SWOP Chair. “Our thanks and appreciation goes out to all who donated their time to make the 10th Edition Booklet a reality. With a mission that has existed over 30 years, it is heartening to see the support SWOP still gets from the industry.”

New Features of the SWOP 10th Edition

The new SWOP 10th Edition Specifications have been streamlined, with an orientation toward the Computer-to-Plate workflow. Updates include:

- The recommended proofing paper has been changed to Monterey Gloss
- The Color Management section has been up-dated, with more information on the SWOP certified proofing systems.
- Specifically, the highlight and quartertone dot percentages in the color control bar have been changed, to bring them more in line with international standards
- Page safety margins have been added back to the specs.
- An enhanced Glossary of graphics arts terms and other information has been added, along with an Appendix with proposed guidelines for No. 5 Papers of differing basis weights.

To support the coordination of industry specification groups SWOP will be working with the newly launched IDEAlliance Print Properties Committee to align initiatives within North America and provide an industry forum for diversified market segments, such as GRACoL and SWOP, to create synergies and eliminate duplication and thereby more effectively utilize volunteer and financial resources. The future goal will be to align the SWOP and GRACoL specifications to better meet the needs of the printing industry as a whole.

About SWOP®

Specifications for Web Offset Publications (SWOP) was initiated in 1975 as a response to the printing industry’s need for uniform specifications and tolerances to ensure consistency and quality of material in publications. Over the past 30 years, SWOP has become a major factor in the publication printing industry. In 2004, SWOP became affiliated with IDEAlliance and GRACoL in an effort to build a coalition supporting the coordinated development of specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks for print media. For additional information about SWOP, Inc., visit the SWOP website at www.swop.org/

About IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization that has been a leader in information technology and publishing since 1966. IDEAlliance advances core information technology to develop standards and best practices to enhance efficiency and speed information all facets of publishing – creation, production, management, and delivery of knowledge-based content – digitally and in print. IDEAlliance members represent

a unique convergence of the leading publishers, printers, and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in publishing. See www.idealliance.org for more information.

SWOP is a registered trademark of SWOP, Inc. GRACoL is a registered trademark of IDEAlliance.

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